

Lecture 5: Interfaces; Surveys; Internationalization

CMSC 25900 / DATA 25900

Spring 2021

The University of Chicago



**THE UNIVERSITY OF
CHICAGO**

Leftovers from Lecture 4:
Survey design

Overall survey considerations

- How do we distribute it?
- How long should it be?
- One-time survey? Longitudinal survey?
- Will you use personalized data?
- What will participants learn?
 - What can we randomize to minimize this?
- Can we **randomize** the questions / answer choices?

Are all answer options covered?

- With whom do you regularly share Facebook posts?
 - Family
 - Friends
- Allow multiple answers?
- Include “other” option (write-in)?
- Do we care about previous use?

Are all answer options covered?

- I connect to Facebook over HTTPS
 - True
 - False
- What about “I don’t know”?

Are we biasing the answer?

- Strangers seeing your Facebook posts would cause you grave privacy concern.
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree

How will responses be distributed?

- For how long have you had Facebook?
 - Less than one day
 - Between one day and one week
 - More than one week

Should we force an answer?

- What gender are you? (* required)
 - Female -Male
- What gender are you?
 - Female -Male -I prefer not to answer
- With what gender do you identify?
 - Female
 - Male
 - Non-binary
 - I prefer to self-describe_____
 - I prefer not to answer

Likert-scale data?

- Respond to the following statement: Companies collect too much private data.
 - 7: Strongly agree
 - 6: Agree
 - 5: Somewhat agree
 - 4: Neutral
 - 3: Somewhat disagree
 - 2: Disagree
 - 1: Strongly disagree

Likert-scale data?

- I feel that companies collect too much private data.
 - 7: Strongly agree
 - 6: Agree
 - 5: Somewhat agree
 - 4: Neutral
 - 3: Somewhat disagree
 - 2: Disagree
 - 1: Strongly disagree

What demographics do we collect?

- Tech expertise, age, domain knowledge, gender, location, employment, etc.
- Don't ask people to self-rate expertise
 - Ask questions with concrete answers
 - e.g., Have you earned a degree in, or held a job in, computer science?
 - Include a knowledge test if you want to know about expertise
- Consider why you are collecting this info

Leftovers from Lecture 1:

**Is the status
of a system apparent?**

Making system status apparent

- Zoom: “This meeting is being recorded”
- Snapchat: Message disappear (is this true?)
- Match and other dating sites show inactive profiles
- Does a system make transparent where data is stored?
- Lights on a webcam
- Whatever a Nest thermostat is doing

Interfaces and data diversity

Data validation

- Are we considering all possible formats of the data?
- Are we forcing one answer when more than one applies?

The screenshot displays the 'Ethics20 Project Preferences' interface. At the top, it shows 'iQ Score: Great' and 'Published'. The main area is titled 'Default Question Block' and contains three questions:

- Q1:** 'Your name:' with a text input field. It is checked and has a gear icon.
- Q2:** 'Your UChicago email address (e.g., blase@uchicago.edu):' with a text input field. It is unchecked and has a gear icon.
- Q3:** 'How excited or not excited are you to do your class project in each area below?' with a scale from 'Very excited to work on it' to 'Not excited'. It is unchecked and has a gear icon.

On the right side, there are configuration options:

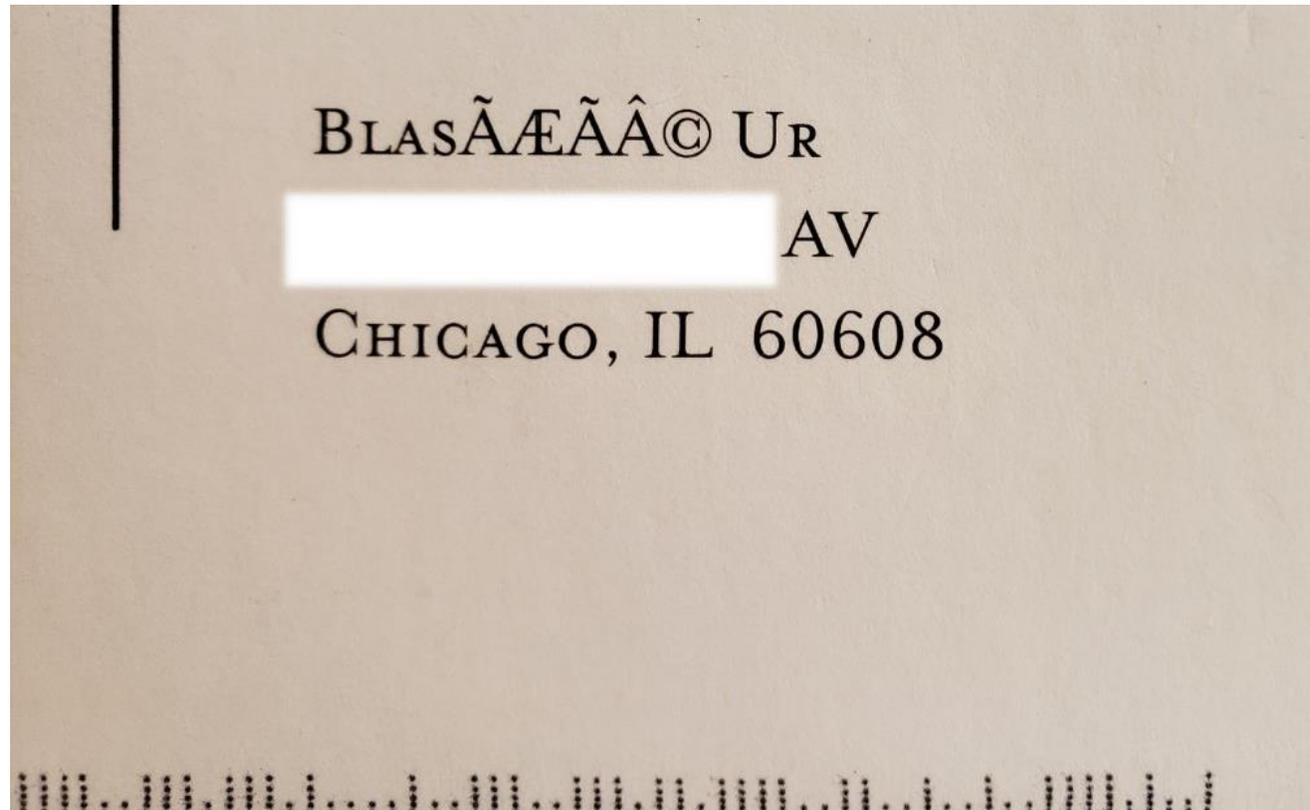
- Change Question Type:** A dropdown menu currently set to 'Text Entry'.
- Text Type:** Radio buttons for 'Single Line' (selected), 'Multi Line', 'Essay Text Box', 'Form', and 'Password'.
- Validation Options:** A dropdown menu currently set to 'Force Response'.

A red box highlights the 'Request Response' section of the 'Force Response' dropdown, which includes the following options:

- Minimum Length
- Maximum Length
- Character Range
- Content Validation
- Custom Validation

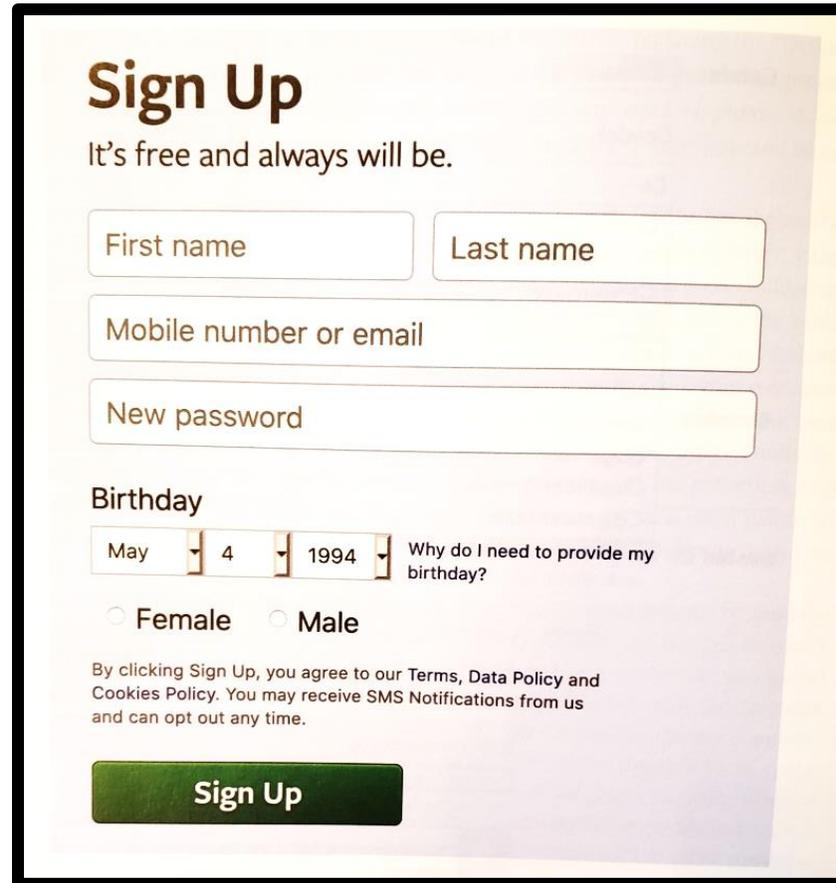
Data validation

- Are we properly surfacing data errors?



Interfaces forcing an identity

- Facebook required a binary gender upon initial registration



Sign Up
It's free and always will be.

First name Last name

Mobile number or email

New password

Birthday

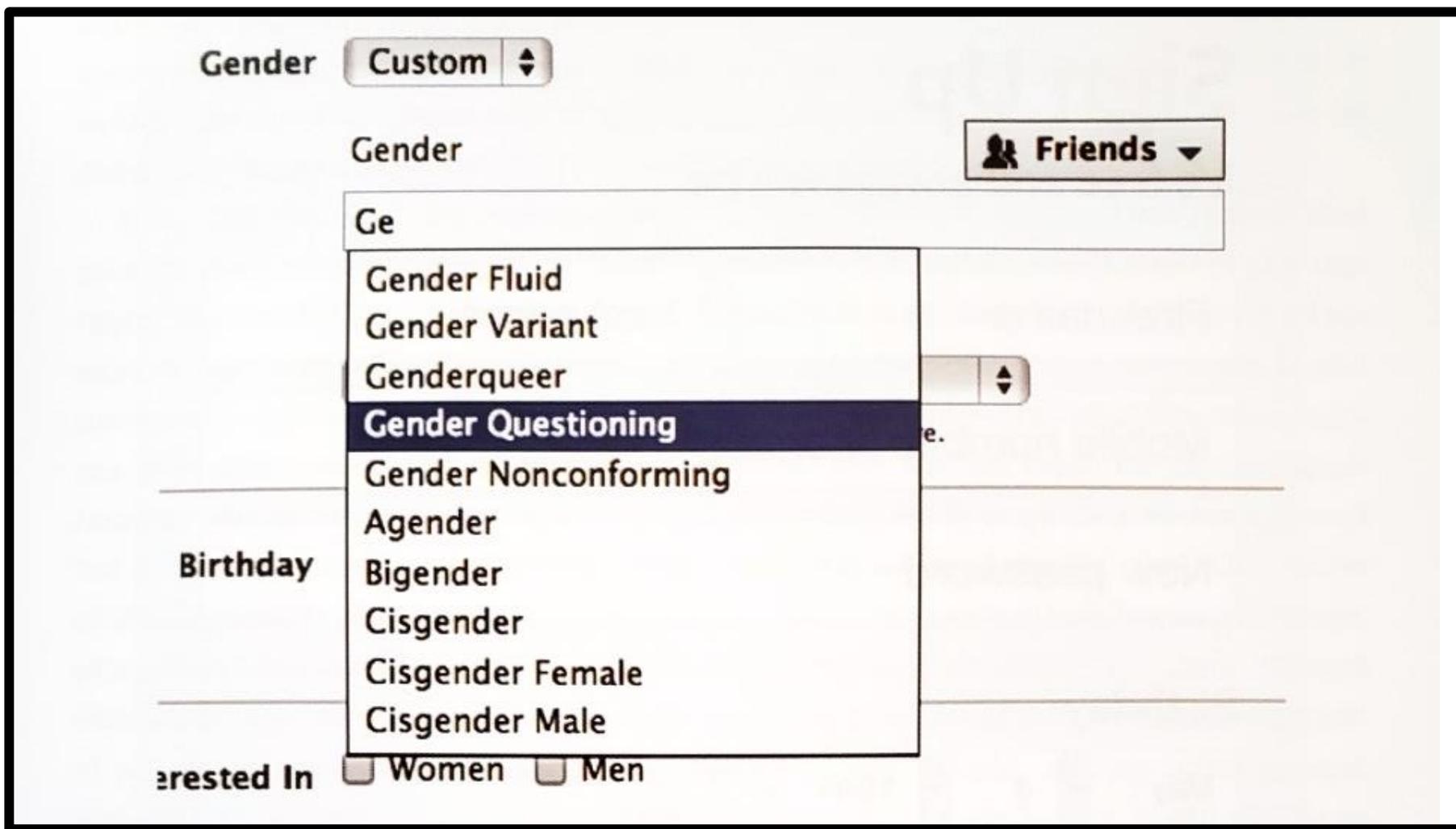
May 4 1994 Why do I need to provide my birthday?

Female Male

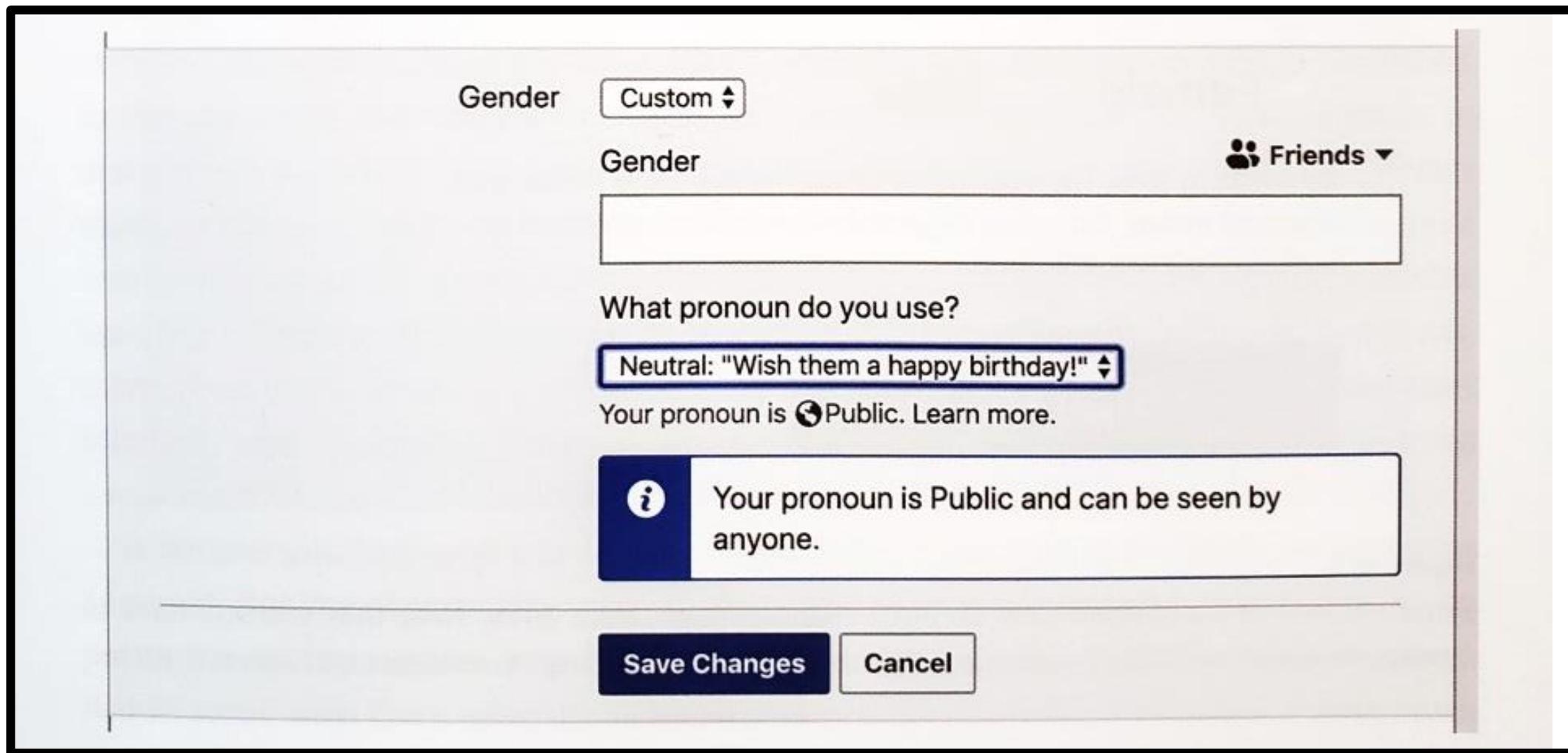
By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up

Facebook's first attempt to do better



Facebook's improved attempt (free text)



The image shows a screenshot of Facebook's profile settings page, specifically the 'Gender' and 'Pronouns' sections. The 'Gender' section has a dropdown menu set to 'Custom'. Below it is a text input field for a custom gender. The 'Pronouns' section asks 'What pronoun do you use?' and has a dropdown menu set to 'Neutral: "Wish them a happy birthday!"'. Below this is a privacy setting for the pronoun, set to 'Public'. A blue information box states 'Your pronoun is Public and can be seen by anyone.' At the bottom are 'Save Changes' and 'Cancel' buttons.

Gender Custom ▾

Gender Friends ▾

What pronoun do you use?

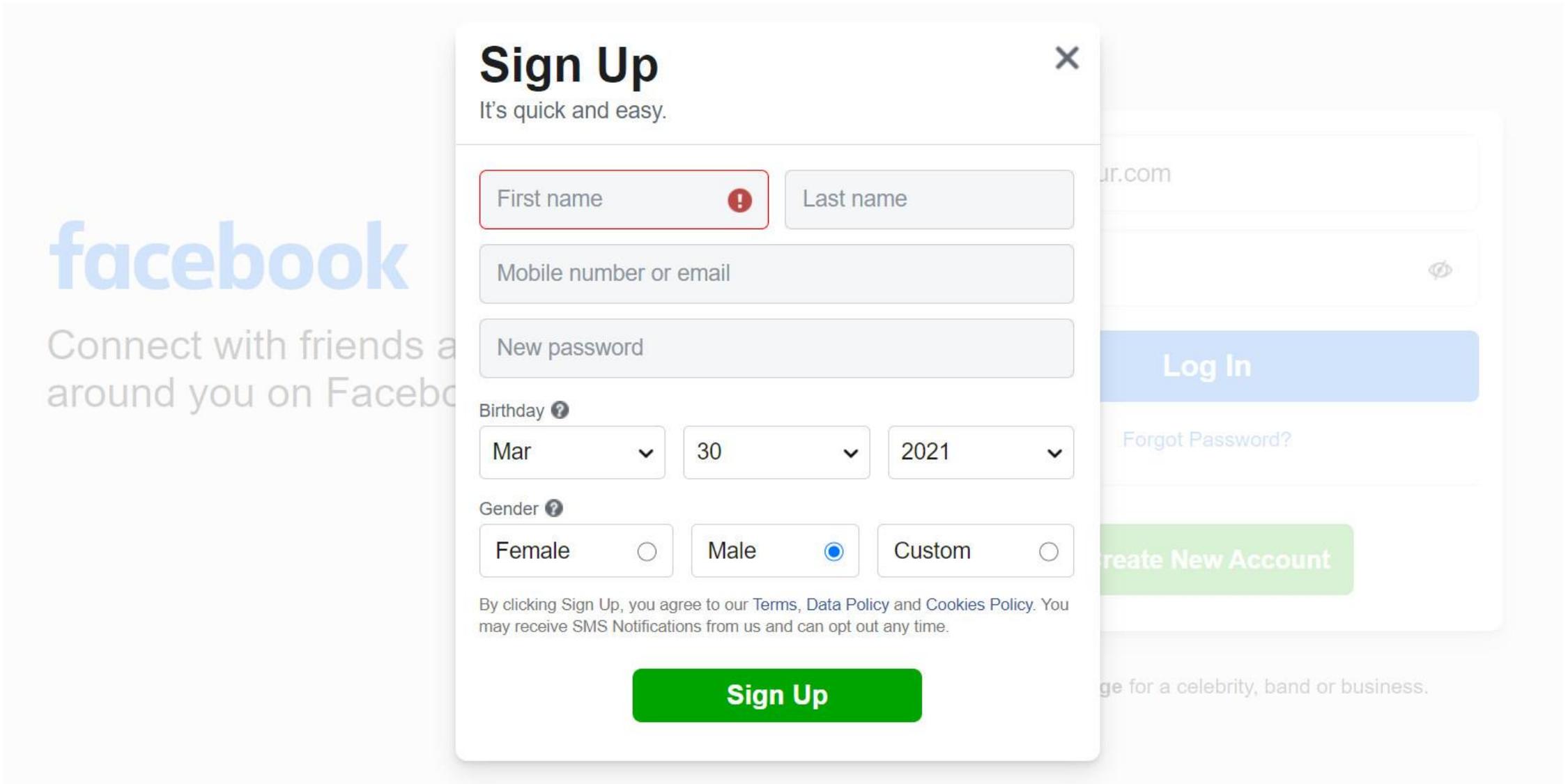
Neutral: "Wish them a happy birthday!" ▾

Your pronoun is Public. Learn more.

i Your pronoun is Public and can be seen by anyone.

Save Changes Cancel

Facebook's current registration interface



Facebook's current registration interface

The image shows a screenshot of Facebook's registration interface. The main heading is "Sign Up" with the subtext "It's quick and easy." Below this are several input fields: "First name" (with a red error icon), "Last name", "Mobile number or email", and "New password". There are also dropdown menus for "Birthday" (set to Mar, 30, 2021) and "Gender" (with radio buttons for Female, Male, and Custom). A dropdown menu for "Select your pronoun" is open, showing options: "Select your pronoun", "She: 'Wish her a happy birthday!'", "He: 'Wish him a happy birthday!'" (highlighted in blue), and "They: 'Wish them a happy birthday!'". A red callout box points to this dropdown with the text "Please select your pronoun." At the bottom is a green "Sign Up" button. In the background, the Facebook logo and a "Log In" button are visible.

Sign Up
It's quick and easy.

First name ! Last name

Mobile number or email

New password

Birthday [?]
Mar 30 2021

Gender [?]
Female Male Custom

Select your pronoun

Select your pronoun

She: "Wish her a happy birthday!"

He: "Wish him a happy birthday!"

They: "Wish them a happy birthday!"

Sign Up

Please select your pronoun.

facebook

Connect with friends and groups around you on Facebook.

Log In

Forgot Password?

Create New Account

Log in for a celebrity, band or business.

Facebook's current registration interface

Sign Up ×
It's quick and easy.

First name ! Last name

Mobile number or email

New password

Birthday ?
Mar ▼ 30 ▼ 2021 ▼

Gender ?
Female Male Custom

Select your pronoun ! ▼

Your pronoun is visible to everyone.

Gender (optional)

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up

facebook

Connect with friends and groups you know around you on Facebook.

Log In

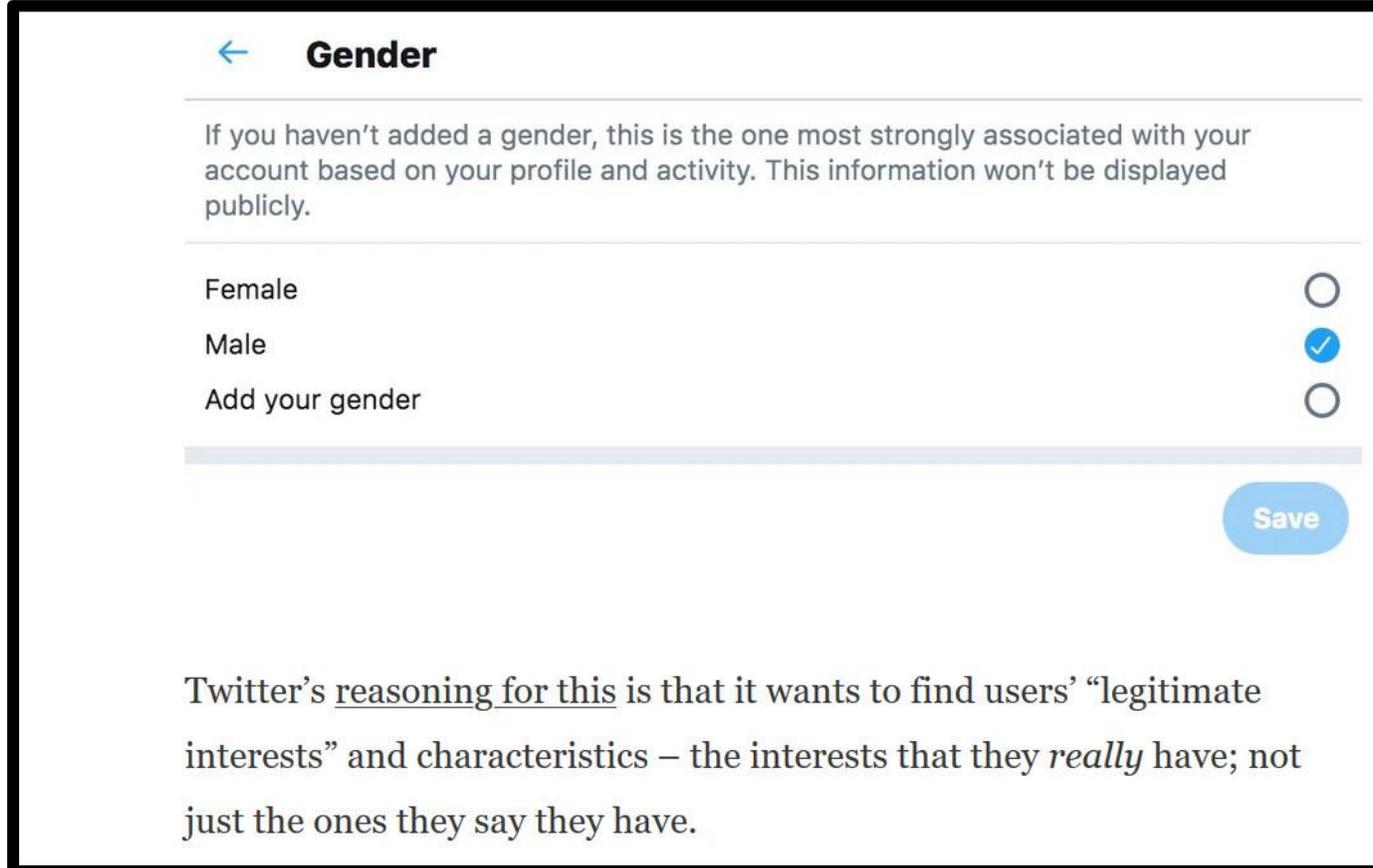
Forgot Password?

Create New Account

Sign up for a celebrity, band or business.

Inferring identity

- Twitter *guesses* your gender if you don't provide it
 - From: <https://reclaimthenet.org/twitter-assumes-gender-ads>



← Gender

If you haven't added a gender, this is the one most strongly associated with your account based on your profile and activity. This information won't be displayed publicly.

Female

Male

Add your gender

Save

Twitter's reasoning for this is that it wants to find users' "legitimate interests" and characteristics – the interests that they *really* have; not just the ones they say they have.

**Who can access data in
an interface?**

Data access

- Slack: administrators *can* delete others' public messages
- Slack: administrators *cannot* access direct messages
- Zoom: administrators can request people unmute / turn on video
- Zoom: participants visible in meeting, but not in webcast
- Zoom: administrators can (retroactively) see participant times
- Unix OS: administrators can see everything

Stopping abuse

Anti-abuse

- Who chooses to block people?
 - On many sites, users can block others
 - Slack doesn't let a user block another

Retrospective editing

- Can you change what you've said in a platform after the fact?
 - Is there a marker? How do we balance accountability and privacy?

Retrospective editing

- Can you change what you've said in a platform after the fact?
 - Is there a marker? How do we balance accountability and privacy?

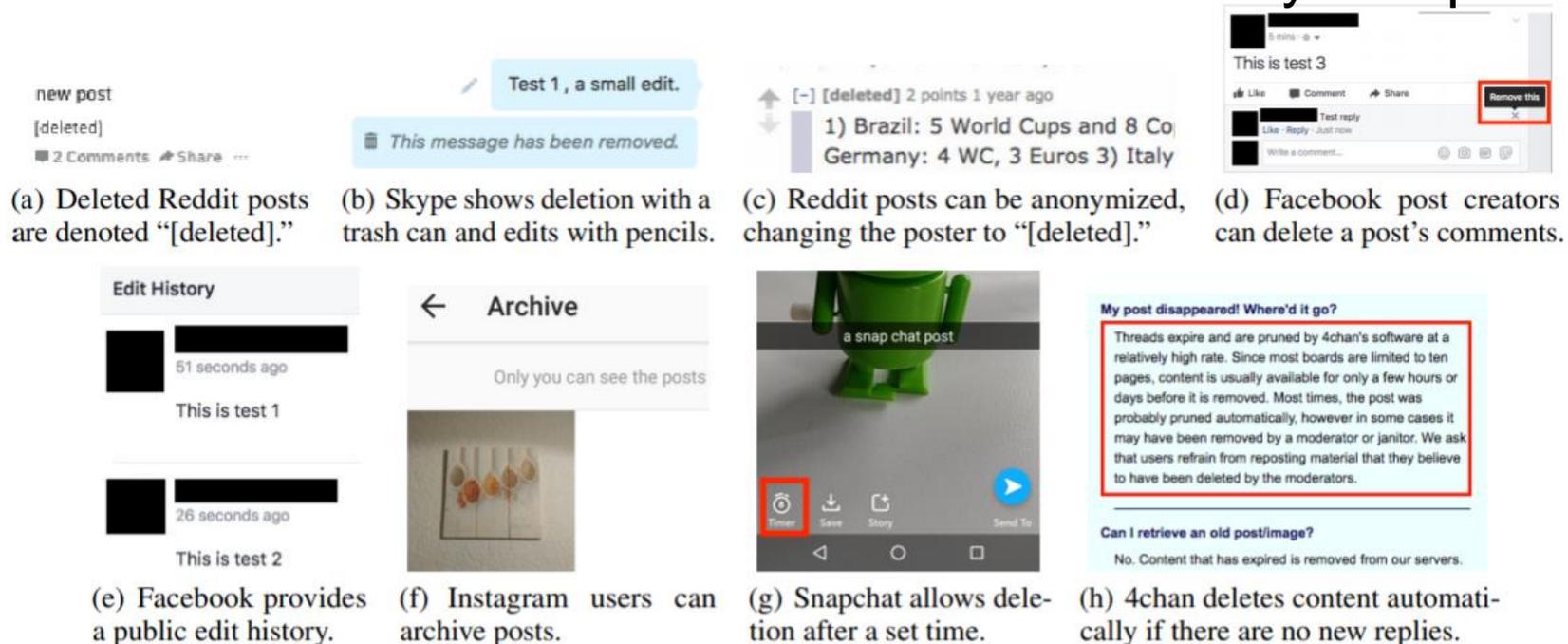


Figure 1: Example retrospective mechanisms and their associated markers as currently deployed on popular platforms.

Image taken from: Günce Su Yilmaz, Fiona Gasaway, Blase Ur, Mainack Mondal. Perceptions of Retrospective Edits, Changes, and Deletion on Social Media. In *Proc. ICWSM*, 2021

***What are your goals?
What are your
responsibilities?
(Business vs. user goals)***

New content:
Accessibility

Crucial considerations

- Cognitive impairments
 - Illiteracy
 - Memory difficulties
- Visual impairments
 - Sightedness
 - Color-blindness
- Dexterity impairments
- Hearing impairments

The importance of “alt” text

- ``
- This is what screen readers use!

The importance of video captions

Add your own subtitles & closed captions

Subtitles and closed captions open up your content to a larger audience, including deaf or hard of hearing viewers or those who speak languages besides the one spoken in your video. If you already have captions or subtitles, get help [editing or removing existing captions](#).

1. Go to your [Video Manager](#)  by clicking your account in the top right > **Creator Studio** > **Video Manager** > **Videos**.
2. Next to the video you want to add captions or subtitles to, click the drop-down menu next to the **Edit** button.
3. Select **Subtitles/CC**.
4. Click the **Add new subtitles or CC** button.
5. Choose how you want to add or edit subtitles or closed captions to your video:

[Create subtitles or closed captions](#)



[Upload a file](#)



[Transcribe and auto-sync \(original video language only\)](#)



[Use automatic captioning](#)



The importance of fonts and text

- Websites / apps should still work when magnified to a large size
- Don't use color to convey meaning
 - Screen readers do not interpret it
- High-contrast color combinations
- Don't include placeholders in form fields
- Make form fields easy to find

Readability

- Standard metrics for the grade level of text
- https://en.wikipedia.org/wiki/Readability#Popular_readability_for_mulas
- https://www.online-utility.org/english/readability_test_and_improve.jsp

Conducting accessibility studies

- Follow accessibility guidelines:
<https://developer.gnome.org/accessibility-development-guide/stable/gad-ui-guidelines.html.en>
- Don't forget to user test with **diverse** populations that accurately reflect **all** users
- <https://www.youtube.com/watch?v=t4DT3tQqgRM>

New content:
Internationalization

Translating privacy

For mobile apps without the inline audience selector (such as Facebook for Blackberry), the audience for things you post is:



Cum intrați în legătură cu alții

Control how you connect with people you know.

[Schimbați setările](#)



Timeline and Tagging

Control what happens when friends tag you or your content, or post on your timeline.

[Schimbați setările](#)



Reclame, Aplicații și Website-uri

Gestionează-ți setările pentru reclame, aplicații, jocuri și saitari.

[Schimbați setările](#)



Limitează audiența pentru postările anterioare

Limit the audience for posts you shared with friends of friends or Public.

[Administrează vizibilitatea postărilor din trecut](#)



Persoane și aplicații blocate

Translating privacy



リンク Twitter社はツイートに含まれるリンクをユーザーサービスやクライアントを含む当社サービス全体で、追跡してよいものとしします。これは広告を含めたクが何回クリックされたかなどの統計情報を共有可

Cookies: Like many websites, we use "cookie" technology to improve our Services, but we do not require cookies for navigating or looking at public user profiles or lists. A cookie is a small

Translating privacy

การทวิตสื่อ	<input type="checkbox"/> แสดงสื่อที่อาจจะมีเนื้อหาที่อ่อนไหว <input type="checkbox"/> ทำสัญลักษณ์ไว้ว่าสื่อของฉันนั้นมีเนื้อหาที่อ่อนไหว หากคุณทวิตรูปภาพหรือวิดีโอที่อาจมีเนื้อหาอ่อนไหว โปรดเลือกช่องตัวเลือกนี้เพื่อที่คนอื่นๆ จะได้รับคำเตือนก่อนรับชมสื่อของคุณ ศึกษาเพิ่มเติม
ความเป็นส่วนตัวของทวิต	<input type="checkbox"/> ป้องกันทวิตของฉัน If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. Learn more.
การทำให้เป็นส่วนบุคคล	<input type="checkbox"/> Tailor Twitter based on my recent website visits Preview suggestions tailored for you (not currently available to all users). Learn more about how this works and your additional privacy controls.
HTTPS เท่านั้น	<input type="checkbox"/> ใช้ HTTPS เสมอ ใช้การเชื่อมต่อแบบปลอดภัยเมื่อมีให้ใช้งาน
รีเซ็ตรหัสผ่าน	<input type="checkbox"/> Require personal information to reset my password By default, you can initiate a password reset by entering only your @username. If you check this box, you will be prompted to enter your email address or phone number if you forget your password.

Translating privacy

إعدادات الخصوصية

تحكم بالخصوصية أثناء النشر

يمكنك التحكم بخصوصية تحديثات الحالات والصور والمعلومات باستخدام محدد الجمهور المضمّن، وذلك عندما تقوم بالمشاركة أو بعد ذلك. تذكر: يستطيع دائما الأشخاص الذين تتشارك معهم مشاركة معلوماتك مع الآخرين، بما في ذلك التطبيقات. حاول تعديل معلوماتك الأساسية لمعرفة كيفية عمل هذه الميزة أو اعرف المزيد.

ماذا يخطر في بالك?

San Francisco

نشر

العام

For mobile apps without the inline audience selector (such as Facebook for Blackberry), the audience for things you post is:

مخصصة

الأصدقاء

العام

تعديل الإعدادات

كيفية التواصل  تحكم بكيفية التواصل مع الأشخاص الذين تعرفهم.

Translating privacy

Translation Center Blog Forums Need help? Blaze Cups

Home / Twitter.com /

All phrases

Untranslated Translated/Voted Live

privacy Search

English phrase:
Twitter does not disclose personally identifying information to third parties except in accordance with our Privacy Policy.

2 Translations + Add translation i More information Live

<input checked="" type="checkbox"/> Vote	A Twitter nem oszt meg személyes azonosításhoz használható információkat harmadik féllel, kivéve az Adatvédelmi irányelveket a leírt eseteket. Posted by kkemenczy on July 08, 2012	0 votes ✓ Translation live
<input checked="" type="checkbox"/> Vote	A Twitter nem oszt meg személyes azonosításhoz használható információkat harmadik féllel, kivéve az Adatkezelési Nyilatkozatban leírt eseteket. Posted by mazvazzeg on November 02, 2011	1 votes

will not be shown publicly. You can change your privacy settings at any time.
1 translations with 0 votes

Twitter does not disclose personally identifying information to third parties except in accordance with our Privacy Policy.
2 translations with 1 votes

[Learn more](#) about how this works and your additional privacy controls.
1 translations with 0 votes

Translating privacy

The screenshot shows a Facebook interface with a blue header. On the left, a search bar contains the text "Search for people, places and things". On the right, the user's profile picture and name "Blase Ur" are visible, along with a "Home" button and a dropdown arrow.

The main content area is divided into two columns. The left column features a "Learn about cookies and Facebook." notification. Below the notification, there are two tabs: "Szavazás" (selected) and "Fordítás". The notification text reads: "Tudj meg többet a sütiokról és a Facebookról." followed by a checkmark and an 'x' icon. Below this, there are five more lines of text, each followed by a checkmark and an 'x' icon: "kapd be a faszt te kis buzi", "Tudj meg többet a sütiokról és a Facebook-ról.", "Tudj meg többet a cookiekról és a Facebookról.", and "Tudj meg többet a facebookról és a 'cookiekról'". At the bottom of this list is a button labeled "További 3..." with a dropdown arrow.

The right column has a "Search" section with a search bar containing "Search translations" and a search icon. Below the search bar are two radio buttons: "Translation" (selected) and "English". Below this is a "Your Progress" section with two boxes: "0 translations" and "0 votes".

Representing Text: ASCII (7 bits)

ASCII TABLE

Decimal	Hex	Char	Decimal	Hex	Char	Decimal	Hex	Char	Decimal	Hex	Char
0	0	[NULL]	32	20	[SPACE]	64	40	@	96	60	`
1	1	[START OF HEADING]	33	21	!	65	41	A	97	61	a
2	2	[START OF TEXT]	34	22	"	66	42	B	98	62	b
3	3	[END OF TEXT]	35	23	#	67	43	C	99	63	c
4	4	[END OF TRANSMISSION]	36	24	\$	68	44	D	100	64	d
5	5	[ENQUIRY]	37	25	%	69	45	E	101	65	e
6	6	[ACKNOWLEDGE]	38	26	&	70	46	F	102	66	f
7	7	[BELL]	39	27	'	71	47	G	103	67	g
8	8	[BACKSPACE]	40	28	(72	48	H	104	68	h
9	9	[HORIZONTAL TAB]	41	29)	73	49	I	105	69	i
10	A	[LINE FEED]	42	2A	*	74	4A	J	106	6A	j
11	B	[VERTICAL TAB]	43	2B	+	75	4B	K	107	6B	k
12	C	[FORM FEED]	44	2C	,	76	4C	L	108	6C	l
13	D	[CARRIAGE RETURN]	45	2D	-	77	4D	M	109	6D	m
14	E	[SHIFT OUT]	46	2E	.	78	4E	N	110	6E	n
15	F	[SHIFT IN]	47	2F	/	79	4F	O	111	6F	o
16	10	[DATA LINK ESCAPE]	48	30	0	80	50	P	112	70	p
17	11	[DEVICE CONTROL 1]	49	31	1	81	51	Q	113	71	q
18	12	[DEVICE CONTROL 2]	50	32	2	82	52	R	114	72	r
19	13	[DEVICE CONTROL 3]	51	33	3	83	53	S	115	73	s
20	14	[DEVICE CONTROL 4]	52	34	4	84	54	T	116	74	t
21	15	[NEGATIVE ACKNOWLEDGE]	53	35	5	85	55	U	117	75	u
22	16	[SYNCHRONOUS IDLE]	54	36	6	86	56	V	118	76	v
23	17	[ENG OF TRANS. BLOCK]	55	37	7	87	57	W	119	77	w
24	18	[CANCEL]	56	38	8	88	58	X	120	78	x
25	19	[END OF MEDIUM]	57	39	9	89	59	Y	121	79	y
26	1A	[SUBSTITUTE]	58	3A	:	90	5A	Z	122	7A	z
27	1B	[ESCAPE]	59	3B	;	91	5B	[123	7B	{
28	1C	[FILE SEPARATOR]	60	3C	<	92	5C	\	124	7C	
29	1D	[GROUP SEPARATOR]	61	3D	=	93	5D]	125	7D	}
30	1E	[RECORD SEPARATOR]	62	3E	>	94	5E	^	126	7E	~
31	1F	[UNIT SEPARATOR]	63	3F	?	95	5F	_	127	7F	[DEL]

Extended ASCII (8 bits)

128	Ç	144	É	160	á	176	░	193	⊥	209	⌈	225	β	241	±
129	ü	145	æ	161	í	177	▒	194	⌞	210	⌋	226	Γ	242	≥
130	é	146	Æ	162	ó	178	▓	195	⌟	211	⌌	227	π	243	≤
131	â	147	ô	163	ú	179		196	—	212	⌍	228	Σ	244	∫
132	ä	148	ö	164	ñ	180	⌠	197	⊕	213	⌎	229	σ	245	∫
133	à	149	ò	165	Ñ	181	⌡	198	⊖	214	⌏	230	μ	246	÷
134	â	150	û	166	ª	182	⌢	199	⊗	215	⌐	231	τ	247	≈
135	ç	151	ù	167	º	183	⌣	200	⊘	216	⌑	232	Φ	248	◦
136	ê	152	—	168	¿	184	⌤	201	⊙	217	⌒	233	⊕	249	·
137	ë	153	Ö	169	_	185	⌥	202	⊚	218	⌓	234	Ω	250	·
138	è	154	Û	170	¬	186	⌦	203	⊛	219	■	235	δ	251	√
139	ï	156	£	171	½	187	⌧	204	⊜	220	■	236	∞	252	_
140	î	157	¥	172	¼	188	⌨	205	=	221	■	237	φ	253	²
141	ì	158	_	173	¡	189	〈	206	⊝	222	■	238	ε	254	■
142	Ä	159	ƒ	174	«	190	〉	207	⊞	223	■	239	∩	255	
143	Å	192	ℒ	175	»	191	⌫	208	⊟	224	α	240	≡		

UTF-8

- Variable-width character encoding
 - <https://en.wikipedia.org/wiki/UTF-8>

New content:
Availability

Availability

- Are you assuming a technology that people don't have?
 - COVID-19 contact tracing

Mobile Money



How to get started with M-Pesa



Mobile Money

